



How to Transition Your Business to Remote Work

Matt Bowman
President, Thrive Agency

Who is this guy?

Experience



President / Founder

Thrive Internet Marketing Agency
Oct 2005 – Present · 14 yrs 6 mos
Arlington, Texas

Thrive Internet Marketing Agency is a top-10-rated SEO agency, a Google Premier Partner, and on the Inc 5000 list.

61% of marketers say improving SEO and growing their organic presence is their top inbound marketing priority. Thrive helps businesses understand and then maximize ROI for their digital marketing efforts.

Thrive Agency exists today, in an extremely competitive internet marketing industry ...[see more](#)



Thrive Camp 2020 -
Elevating Excellence



#78

Education



William Jewell College

Bachelor of Arts (B.A.), Organizational Communication
1999 – 2003
Activities and Societies: Soccer

Licenses & Certifications



Eagle Scout

Boy Scouts of America
Issued Aug 1999 · No Expiration Date



What We Will Cover

- Thrive's story
- Tips for Business Leaders
- Tips for Employees
- Remote work toolbox



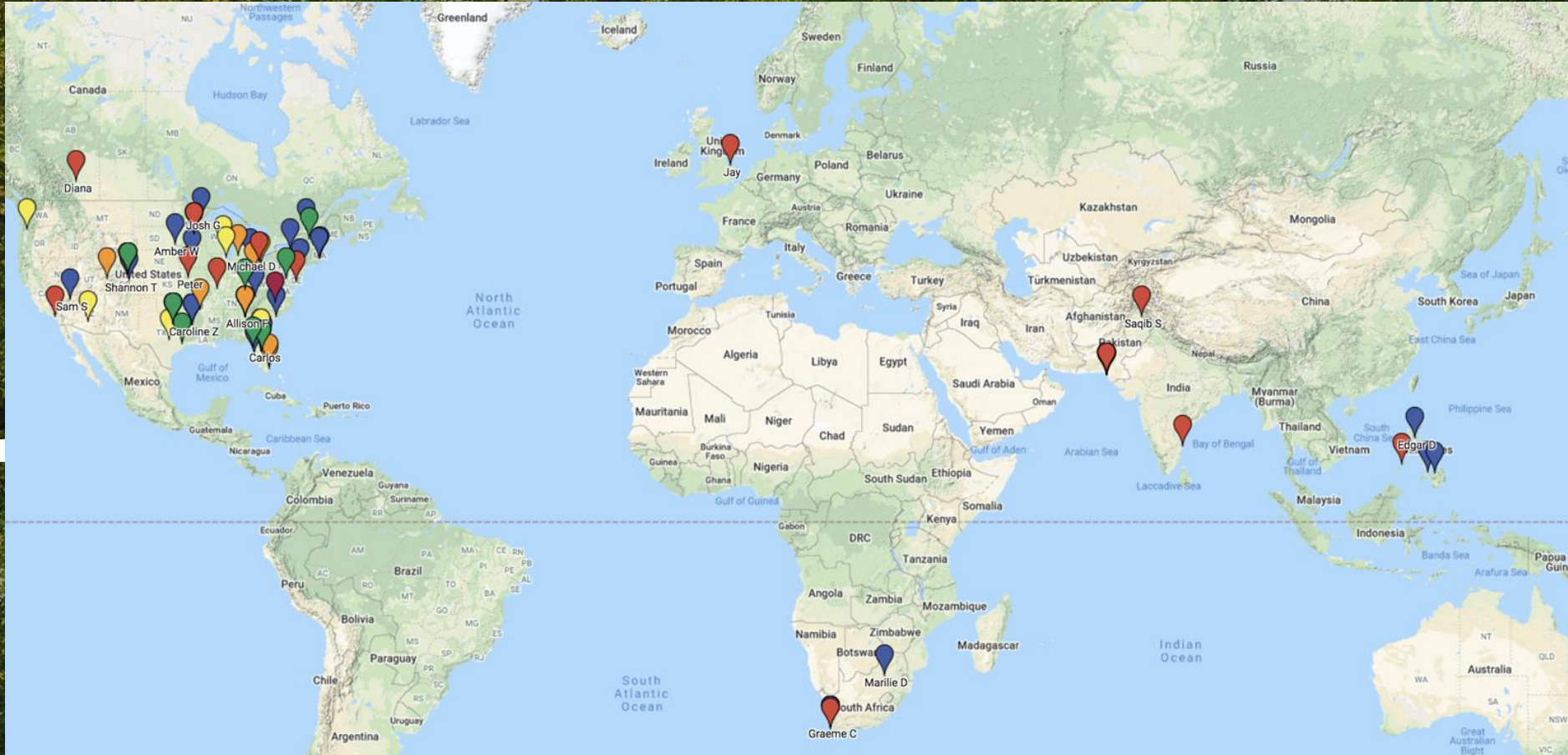


Our Story...

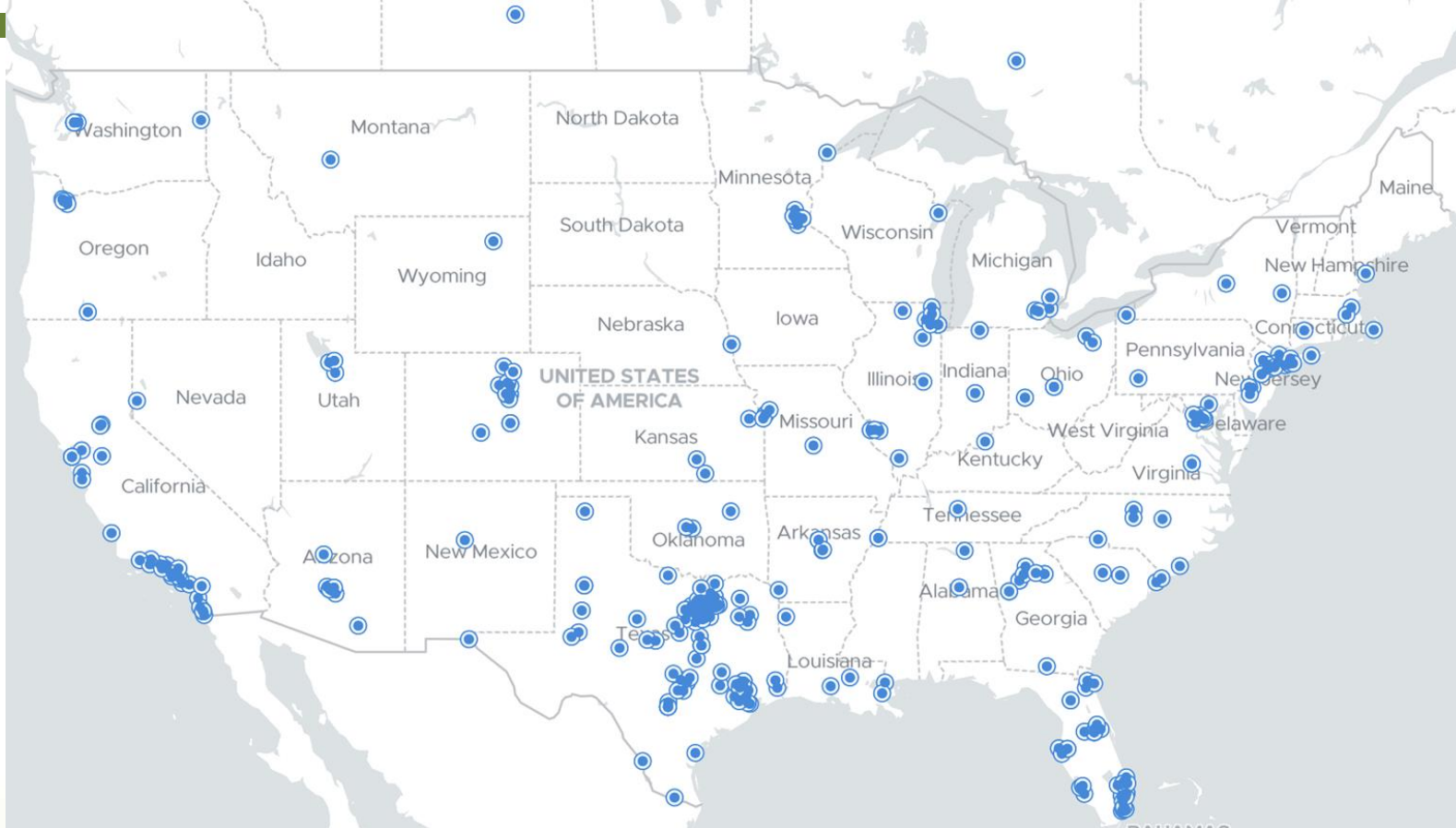
How we started working remotely

2013

Employee Map



Active Client Map





Who is on the call?

- Business Leaders - type “BL”
- Employees - type “E”



Remote Working Starts and Ends With...

TRUST & ACCOUNTABILITY

For Business Leaders

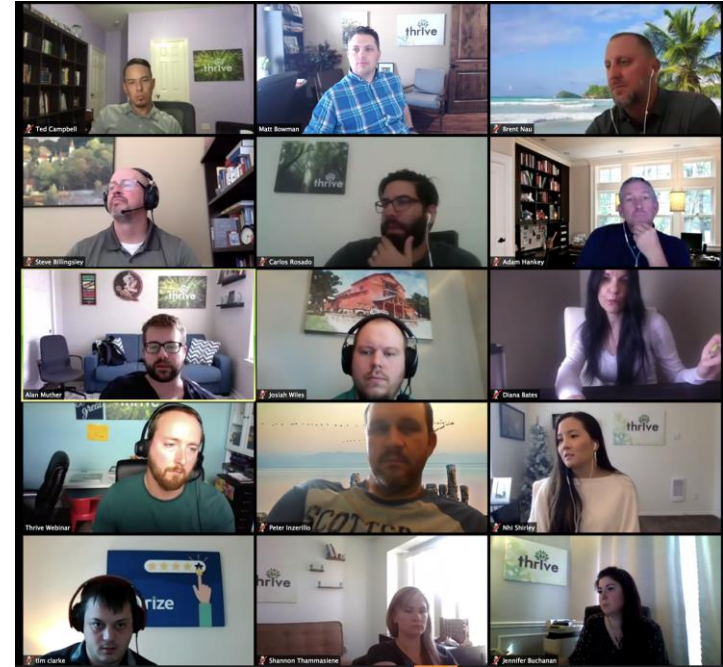


Healthy People Make A Healthy Company

For Business Leaders

Upsides of Remote Work

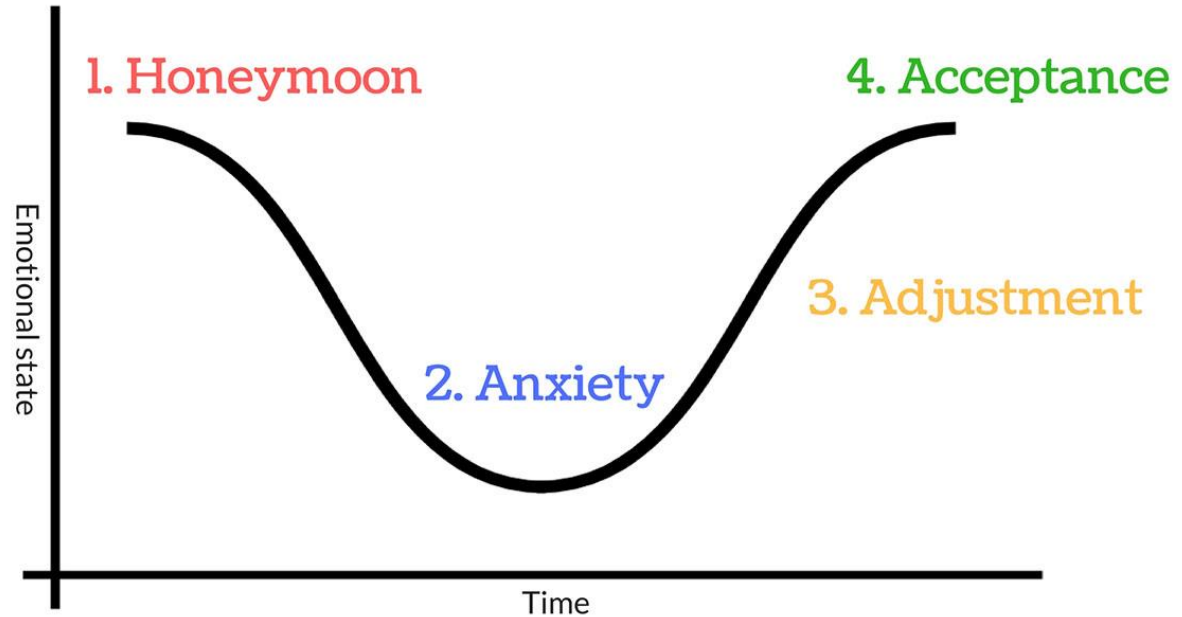
- More productive?
- Expanded talent pool
- No commute!
- Freedom over the corner office
- Quality of life over money
- Save on office space
 - 1995 IBM saved \$1.9B



Relationships outside of work are vital



Remote work is like culture shock



Families must adjust as much as the employee



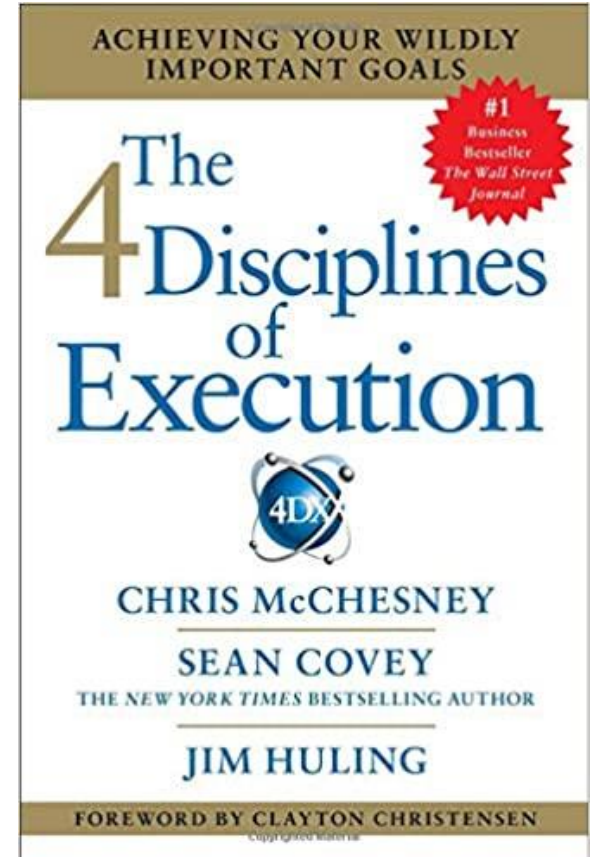


Does each person on our team know what winning looks like to them?

Trust & Accountability

For Business Leaders

Goals and Objectives





Communication Cadence

Trust & Accountability

For Business Leaders

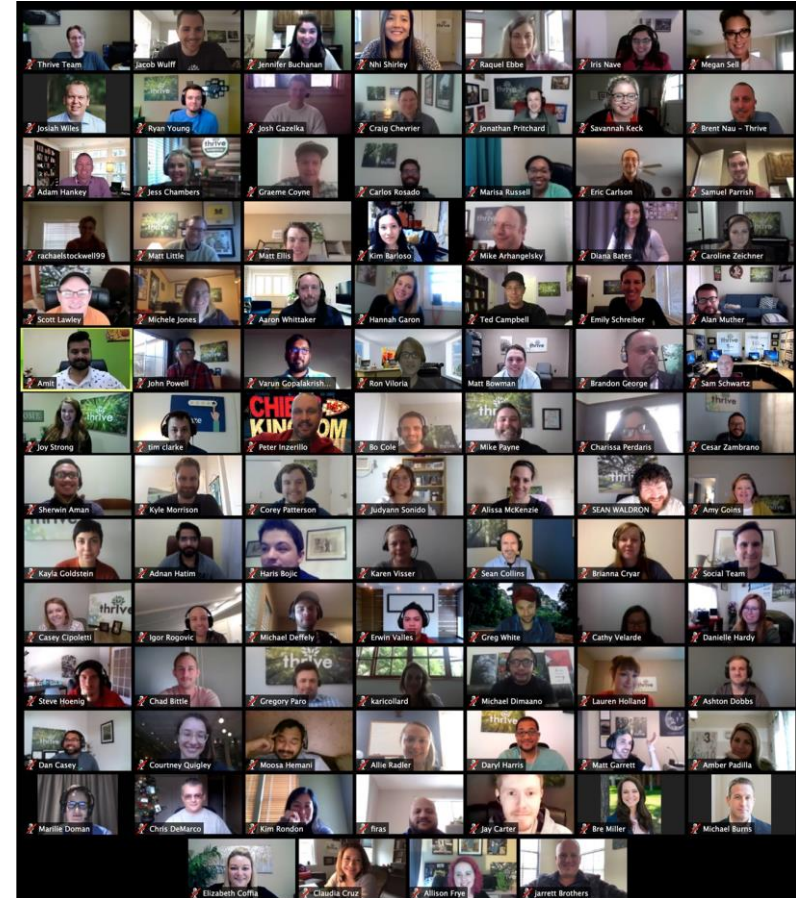


Daily Priorities

- Beginning of Day Email
 - List of priorities
 - Sent to entire Pod and Manager
 - Awake and working
 - Entire team knows what others are working on
 - Could be replaced with a stand up meeting
- End of Day Email
 - Productivity Score: 1-10
 - List of priorities completed
 - Sent to Manager

Other Virtual Meetings

- Weekly sync with Manager
- Monthly All-Staff updates
- Content of these meetings is critical





In-Person Connections Can't be Replaced

For Business Leaders

Human Connection





For Employees



Life as a Remote Worker

For Employees

Remote Life

- Build a routine
 - Time, space, dress
- Maintain motivation
- Minimize distractions
- Change of scenery
- Family time





How to collaborate remotely

For Employees

Remote Collaboration

- Thou shalt overlap
- Screen share
- Record meetings
- Shared drive
- What have you been working on?





Stay Personally Connected

For Employees

Virtual Water Cooler

- Virtual lunches
- “No Work Allowed” chat channel
- Unplanned check-ins





Presentation is Key

For Employees

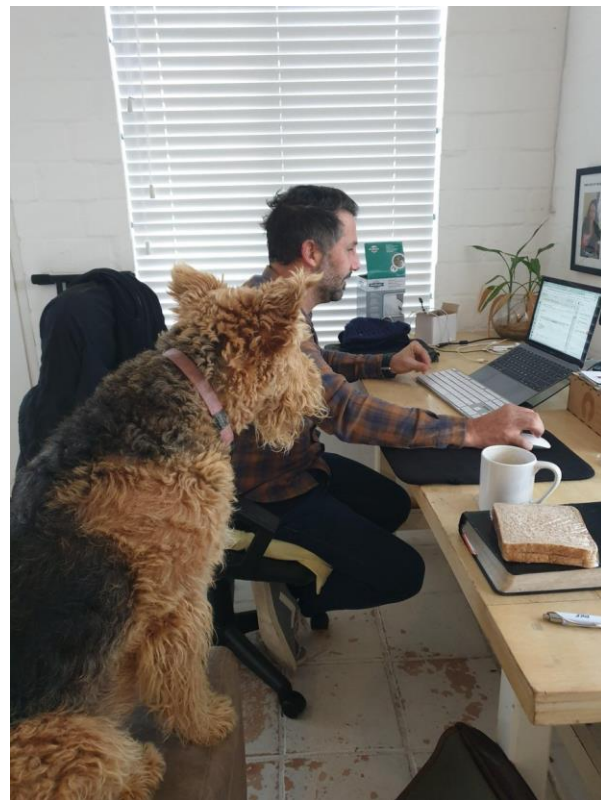
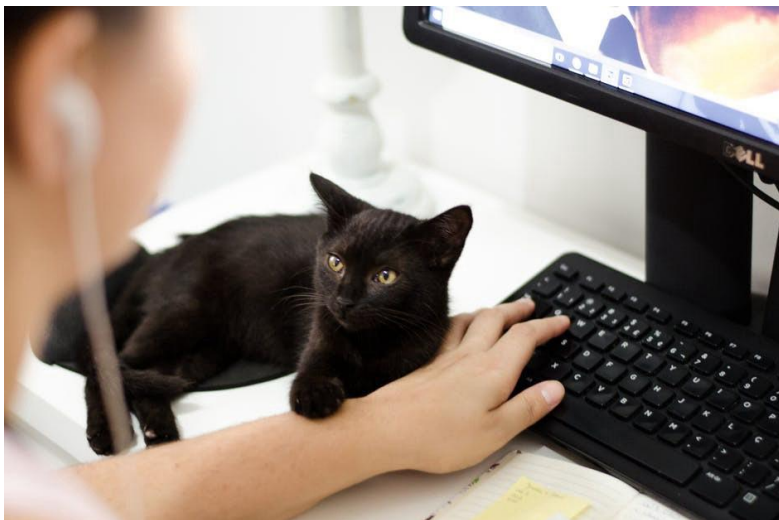
Think about your background and lighting



Think about audio - Use Mute when not speaking



Think about your pets



Have a security plan

- Avoid public WiFi — use personal hotspots instead
- Keep work data on work computers
- Keep your computer's security protection up-to-date
- Utilize secure WiFi, encrypted drives, antivirus, etc.
- Encrypt sensitive data
- Use a Password Vault and run a password audit
- Backup your data
- Don't open suspicious emails or links — always check the email address of the sender
- Know where to go if your home internet goes down



Beware the Dragons

- Isolation / Cabin Fever
- Working too much
 - Walk away / stopping point
- Invest in a good internet, desk, chair and multiple screens
- Diet & exercise



Remote Work Toolbox

EMAIL / CALENDAR / PRODUCTIVITY:

- *G-Suite
- Microsoft 365

PROJECT MANAGEMENT:

- *Teamwork
- *Trello
- Zoho Projects
- Basecamp

FILE SHARING:

- *Google Drive
- Dropbox
- Box

PASSWORD PROTECTION:

- *LastPass
- 1Password

VIDEO COMMUNICATION:

- *Zoom
- Microsoft Teams
- Skype

GROUP CHAT:

- *Google Hangouts
- *Slack

TIME-TRACKING:

- *Teamwork
- Timesheet
- TimeDoctor

CRM

- *Zoho CRM
- Pipedrive

SCREEN CAPTURE

- *Snagit





Extra Resources

Get us your email address and we can send you:

- Copy of this presentation
- Links to the microphone and headset that we've found work well
- Link to our Ultimate Guide to Remote Working
- PDF from our team - Pros & Cons of remote working
- Free follow up call with someone on our team to talk about your specific situation



FINAL THOUGHT...

“Don’t be afraid of failing. Be afraid of remaining the same.” - Zig Ziglar

Thank you!



Questions?



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THANK YOU!